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Title Page.

"Step Lightly"

A Photoplay in 2 reels

Author of Photoplay White Productions Inc' U S A.

FEB 16 1925

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P R E S S S H E E T

MERMAID COMEDIES

"Step Lightly"

With

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LIGE CONLEY



Written and Directed by Norman Taurog



"THE SPICE OF THE PROGRAM"

EDUCATIONAL FILM EXCHANGES, Inc.
MADE IN U. S. A.

CONLEY AS COMEDY DETECTIVE WILL CAPTURE YOUR PATRONS

Audiences Sentenced to Thirty Minutes Hard Laughter by Mermaid Star

It's a good thing the law of supply and demand don't work in the laughter market for there wouldn't be any demand for laughs from your patrons after seeing the two reels of fast fun in this new Mermaid Comedy, "Step Lightly." When they get through holding their sides from laughing at Lige Conley they would have had enough laughs to last them for a week, at least.

"Step Lightly" presents the Mermaid bunch in a comedy so full of original gags that it's a regular knockout. Lige pulls detective stunts that Sherlock Holmes never thought of. Sherlock always captured his man, but Lige will get every man, woman and child in your house. They will be sentenced to thirty minutes of hard laughter.

The big Mermaid cast includes Ruth Hiatt, Peg O'Neill, Otto Fries and Jack Lloyd in support of Conley. The direction is by Norman Taurog.

The Story

Into the small country town comes Otto, the proprietor of an underworld cafe in the big city. He is looking for a nice, corn-fed mamma to dance in his cafe.

His eye lights on Ruth, the village belle. He gives his gang orders to get Ruth after his advances fail. The scheme is partly blocked by Lige, the local detective. He has almost finished a correspondence school course in the science that made Sherlock Holmes famous.

Lige spots the suspicious characters about the town and gets out his trusty disguises and his bloodhounds and trails them. While Lige is shadowing one of the gang Otto makes away with Ruth and takes her to the city. Lige swears to rescue her—if it takes every disguise he owns.

In the city Lige locates the cafe where Ruth is singing and plans to rescue her. He realizes that the safe is the toughest spot in the city and takes a job as a waiter. Otto penetrates his disguise but he decides he will not kill him—at least not until there is a bigger crowd.

In a "robbers waltz" Lige foils an attempt to beat him up. The gang whacks him with black-jacks but the detective is not caught napping—he wears a special metal head-guard which foils the thugs.

When the cafe is full the gang tries to put Lige out of the way. Mysterious hands thrust knives at him; pistols explode under his nose but Lige is not harmed. He makes his escape under a table but the gang follows him and then a big fight starts in which everyone is knocked out but Lige. He then throws water on Otto, brings him to and knocks him out again. In trying to put the handcuffs on him Lige gets them on his own wrists instead. Otto tries to get even but the lights go out and in the fight which follows the gang is laid out and Lige escapes with Ruth.



For Electro Order No. 3473-E
For Mat (Free) Order No. 3473-M

WHAT OTHERS SAY About Recent Mermaid Comedies

"Wild Game:—With Lige Conley. Here is one of the best slapstick comedies we have ever seen. . . . Audience in uproar from start to finish." Bentz & Gunn, Grand Theatre, Grand Rapids, Mich.

WHO'S WHO in

"Step Lightly"

Amateur Detective LIGE CONLEY
His assistant Peg O'Neill
His sweetheart Ruth Hiatt
Her father Jack Lloyd
Cafe owner Otto Fries
Directed by Norman Taurog

EXPLOITATION

You are booking more than two reels of film every time you book a Mermaid Comedy.

You are adding to your program one of the best known brands of comedy on the market. It is a comedy name that has real value at your box-office as well as exceptional entertainment value on your screen.

You are adding to your appeal to your patrons by including two real amusement and entertainment items on your program. You are doubling the strength of your program and doubling the reasons why the public should attend your theatre.

But you are losing these advantages and business assets if you don't include the Mermaid Comedy in your advertising and exploitation. The business bringing qualities of these exceptional comedies are going to waste unless you bring them to the attention of your patrons.

Your lobby and poster frames should include a liberal display of the accessories on Mermaid Comedies. They are real business bringers and the cost is small. Let them help you to bigger profits.

PARAGRAPHS

For Your Program

Lige Conley, Ruth Hiatt, Otto Fries and the rest of the Mermaid fun-makers in "Step Lightly," a Mermaid Comedy.

* * *

In addition to the feature—"Step Lightly." Two reels of clever comedy with Lige Conley and a big Mermaid cast.

* * *

Extra added attraction! Lige Conley in the screamingly funny Mermaid Comedy, "Step Lightly." You'll laugh for half an hour.

* * *

Don't fail to see Lige Conley in his latest Educational-Mermaid Comedy, "Step Lightly." A half-hour of laughter guaranteed.

CLEVER GAGS AND LIGE CONLEY IN "STEP LIGHTLY"

Detective Story Comedy Full of Fast Action and Clever Fun

(Newspaper review for use after showing of picture)

The.....Theatre is offering Lige Conley in two reels of delightful comedy in "Step Lightly," the new Educational-Mermaid Comedy, with Lige Conley in the role of an amateur detective and an abundance of clever gags and side-splitting situations.

Detective tales have long been a favorite in fiction and it is surprising that more motion pictures are not made along the same lines. The Mermaid company has, with the prerogative of a comedy producing company, burlesqued a detective story with the usual Mermaid results—fast action, clever situations and almost continuous laughter.

Lige is seen as the correspondence school detective—with four lessons still in the mail—whose sweetheart is kidnapped by the rascally crooks. With his bag full of disguises and his trusty bloodhounds Lige sets out to rescue his lady friend. The action leads to a tough cafe in the tenderloin district of the big city, where Lige ultimately rescues his sweetie.

One of the funniest incidents in the picture is the scene where Lige disguises his bloodhounds. Other highlights of the picture are the daschund used by his assistant and the semaphore signal system wig-wagged by the hounds' ears.

Conley is supported by Ruth Hiatt as his leading lady, Peg O'Neill, Otto Fries and Jack Lloyd. The picture was directed by Norman Taurog.

LIGE CONLEY AS AMATEUR SLEUTH

(Newspaper review for use after showing of picture)

Lige Conley is furnishing the hilarity on the program at the Theatre in his latest Educational-Mermaid Comedy, "Step Lightly."

"Step Lightly" is a burlesque detective comedy and the many original situations developing in the fast moving plot make places for a number of clever gags. The action moves at the well-known high speed of the Mermaid Comedies and the result is one of the funniest comedies seen on local screens in a long time.

Conley is supported by a large cast including Ruth Hiatt as his leading lady, Peg O'Neill as his assistant, Otto Fries as the villain and Jack Lloyd.

LIGE CONLEY BREAKS KNUCKLES WHEN EXTRA FORGETS TO DUCK



LIGE CONLEY
and
RUTH HIATT

In a scene from
"STEP LIGHTLY"

For Electro Order No. 3532 E
For Mat (Free) Order No. 3532 M

"STEP LIGHTLY" HAS LARGE CAST

(Prepared as advance publicity story)

Lige Conley will have the support of an excellent cast in his new Educational-Mermaid Comedy, "Step Lightly" which will be the comedy attraction on the bill at the Theatre

Ruth Hiatt will be seen as his leading lady. Miss Hiatt has been for the past two years leading lady with Lloyd Hamilton, and later was starred in Mermaid Comedies. Fans will remember her as also playing leads with Conley in many Mermaid Comedies.

Otto Fries, familiar as the "villain" in numerous Mermaids with Conley will also be in the cast in his villainous role. Peg O'Neill is a natural comedienne and Jack Lloyd is one of the best known character men on the screen. The direction is by Norman Taurog.

Mermaid Star K.O.'s Man Who Stops Wild Swing with Jaw

(Prepared as advance publicity story)

Lige Conley, star in Educational-Mermaid Comedies, was painfully reminded during the production of "Step Lightly" which will be at the Theatre.....that the best of plans sometimes go wrong.

"Step Lightly" is a burlesque detective story, with Lige cast as a correspondence school detective who goes to the big city to rescue his sweetheart who has been abducted by a rascally gang. He locates her in a tough cafe and, in a fight which follows, rescues her.

The scene had been carefully rehearsed, especially the big fight scene. Actors are only human and the best of fights on the screen are not always what they seem for they are carefully planned to avoid injury to the participants. However, Lige was fighting the entire gang and the action called for him to swing a "haymaker" at the jaw of one of the crooks who was to dodge the blow. Lige swung from his heels, a terrific roundhouse swing—and the other man failed to duck!

As a result, the other man passed instantly into slumberland and outside of a sore jaw for a few hours, was O. K., but Lige broke the knuckles of his right hand, delaying the finish of the picture for weeks until the broken bones had knit. In the next fight Lige swears he will wear boxing gloves—or hire actors with soft jaws!

MAN-TRACKERS IN MERMAID COMEDY

(Prepared as advance publicity story)

Two real bloodhounds—regular man-trackers, trained to follow criminals (or anyone else, for that matter) were used in the production of the new Mermaid Comedy, "Step Lightly" which will be at the Theatre.....

Several members of the cast were apprehensive when they learned that the big hounds were to be used in the picture but both Lige Conley, the star, and Norman Taurog the director explained that bloodhounds, despite their reputation for bloodthirstiness, are not the vicious brutes popularly supposed. They are, in fact, peaceable, lazy looking animals, friendly as any hound can be. Their usefulness lies in their remarkable trailing abilities.

SAVING DIMES AND LOSING DOLLARS

"A penny saved," says the old adage, "is a penny earned."

That seems to be the get-rich-quick system employed by unprogressive exhibitors in the belief that they will get rich on the pennies they save.

The real, wide-awake exhibitor and showman, however, has an entirely different method. He is careful, of course, in his business dealings and does not throw away his money foolishly. But he knows that he must spend money to make money.

The short-sighted exhibitor who regards advertising as a waste of money will never get rich out of the dimes he saves by this method. While he is saving the dimes, the progressive exhibitor is turning these dimes into dollars by investing them in advertising.

No business, not even bootlegging, can live long without some form of advertising. Prospective cus-

tomers must know where to secure the commodity for which they are searching or the man who has it to sell will make no sales. The motion picture exhibitor is selling entertainment, and advertising is the only practical method he can use to bring his wares before the attention of the public.

The public is looking for good comedy entertainment. They will come to the theatre where they are assured of a good comedy on the program. You can harvest these extra dollars by investing a few dimes in advertising on your two-reel comedy.

The little advertising cuts illustrated below are made especially for your use in newspaper advertising. They are made small enough to fit in any size "ad." The mats are free and the electros are sold at a nominal sum. Secure them from your exchange and use them in all your advertising.



One Column by One Inch "Ad" Cut
For Electro Order No. 3533-E
For Mat (Free) Order No. 3533-M



Two Column by One and One Half Inch "Ad" Cut
For Electro Order No. 3534-E
For Mat (Free) Order No. 3534-M

For Three Column Cut on Page One Order
Electro No. 3535-E Mat (Free) No. 3535-M

ACCESSORIES

* * *

Hand Colored Slides

Four Color One Sheets Four Color Three Sheets
Duo Tint 11 x 14 Lobby Cards
(Eight Cards to Set)

Black and White 8 x 10 Photos
(Ten Photos to Set)

One Column Newspaper Publicity Cuts and Mats
One Column Star Cuts and Mats

One Column, One Inch, Newspaper "Ad" Cuts
and Mats

Two Column, One and One Half Inch, Newspaper
"Ad" Cuts and Mats

Three Column, Six Inch, "Ad" Cuts and Mats
(All Mats Free)

And the Fullest Cooperation from Your Exchange
(Cuts and mats must be ordered by number)

CATCHLINES

For Newspaper "Ads"

Lige Conley in "Step Lightly," a snappy Mermaid Comedy. It's two reels of fast fun.

* * *

Lige Conley and a big mermaid cast in "Step Lightly," his latest Mermaid Comedy.

Lige Conley as an amateur detective in "Step Lightly," his new Mermaid comedy. A half-hour of laughter guaranteed. * * *

If you like to laugh, don't miss Lige Conley in "Step Lightly," his latest Mermaid Comedy. It's a two reel fun riot. * * *

Sherlock Holmes has nothing on Lige Conley when it comes to detecting. See Lige in "Step Lightly," a screamingly funny Mermaid Comedy.

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